

Cynthia Zhou

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WORK

Deloitte Digital — UX Designer

Oct 2022 - Present

- Delivered various digital solutions - including wireframes, prototypes, design libraries, user research, journey maps, and product strategy road maps - to address the unique needs of multiple Fortune 500 clients
- Redesigned the end-to-end mobile app shopping experience for an international sneaker company to be publicly released, involving the creation of 500+ new key screens and cross-functional collaboration with developers, project managers, and clients to ensure design feasibility and development
- Designed a B2B management tool to streamline associates' workflows for a world-class hotel chain across tablet and desktop apps, contributing to a \$4M engagement and fostering a trusting client relation

Picket Homes — UI/UX Intern

June - August 2021

- Led the research for Picket's enterprise-facing real estate underwriting tool to discover user pain points and usability issues followed with design iterations
- Delivered high-fidelity mockups of the design solution to production and received positive feedback from internal clients and users
- Conducted 2 user interviews, analysis of 7 competitors, and general market research to align the product with current industry standards

PROJECTS

Telescope Film Capstone — UX Designer

Jan - June 2022

- Designed a mobile app and design library for Telescope Film's international film browsing experience aimed to expand their operations and audience reach, providing the client with a strategic roadmap and starting point
- Conducted 13 interviews, 2 focus groups, 1 survey, and competitor analysis to identify key barriers to watching international content

Terra Bella Website Redesign — UX Generalist

Mar - June 2021

- Collaborated with a local business to provide an end-to-end redesign of their website resulting in a 40% increase of mercantile product count sales
- Delivered high-fidelity mockups, design system, and user research consisting of 7 interviews, 13 card sorting sessions, and 2 usability tests to the client

EDUCATION

University of Washington

M.S. Human Centered
Design & Engineering

2020 - 2022

University of California, Los Angeles

B.S. Cognitive Science +
Specialization in Computing

2016 - 2020

SKILLS

Design

UX/UI Design,
Wireframing, Sketching,
Storyboarding,
Information Architecture,
Persona, Prototyping,
Design System

Research

Interview, Survey,
Focus Group,
Competitive Analysis,
Affinity Diagramming,
Card Sorting,
Usability Testing

Code

C++, Python, R,
HTML, CSS, Javascript

Tools

Figma, Principle,
Tableau, Maya,
Zeplin, Unity